

We claim:

1. A method comprising the steps of:

providing a certificate comprising an authorization code;

providing said certificate to a user, wherein said authorization code is associated with

5 characteristics relating to an entity that provided said certificate to said user;

connecting to a web site associated with said certificate over a system of networked  
computers;

entering said authorization code on said web site; and

providing an online product to said user in response to said step of entering said

10 authorization code on said web site.

2. The method of claim 1, wherein said online product comprise an online product related to  
the funeral industry.

3. The method of claim 1 wherein said certificate is sold to said user.

4. The method of claim 1, wherein said certificate is given to said user at no charge.

15 5. The method of claim 1 wherein said certificate is sold to a purchaser and said purchaser  
sells said certificate to said user.

6. The method of claim 1 wherein said certificate is not redeemable for cash.

7. The method of claim 1, wherein said certificate comprises a physical certificate.

8. The method of claim 1, wherein said certificate comprises a free certificate.

20 9. The method of claim 1, wherein said certificate comprises a free option certificate.

10. The method of claim 1, wherein said certificate comprises a non-free certificate allowing  
said user to obtain said online product at a reduced fee.

11. The method of claim 1, wherein said certificate allows said user to rent software via an application service provider for a specified time period.

12. The method of claim 1, wherein said online product is an online service.

13. The method of claim 1, wherein said online product is customized to said user.

5 14. The method of claim 1, wherein a plurality of entities provide certificates to users and said online product is customized to reflect information relating to said entity.

15. The method of claim 1, wherein said authorization code is unique.

16. The method of claim 1, further comprising:

providing a commission to said entity;

10 purchasing a second online product by said user; and

providing a second commission to said entity.

17. A method comprising the steps of:

providing a plurality of certificates to a purchaser, each of said plurality of certificates comprising a unique authorization code, and further wherein said plurality of certificates are each  
15 redeemable for an online product at no fee;

providing at least one of said plurality of certificates from said purchaser to a user;

connecting to a web site associated with said certificate over a system of networked computers;

entering said authorization code on said web site by said user; and

20 providing said online product to said user at no fee in response to said step of entering said authorization code.

18. The method of claim 17, wherein said plurality of certificates comprise physical certificates.

19. The method of claim 17, wherein said online product comprises an online product related to the funeral industry.

20. The method of claim 17, further comprising giving said at least one of said plurality of certificates from said user to a second user.

5 21. The method of claim 17, further comprising:  
providing a commission to said purchaser;  
purchasing a second online product by said user; and  
providing a second commission to said purchaser.

22. The method of claim 21, wherein said second online product is the same as the first  
10 online product.

23. The method of claim 17, wherein said online product is an online service.

24. The method of claim 17, wherein said authorization code is associated with  
characteristics of said purchaser.

25. The method of claim 17, wherein said online product is customized to include  
15 information relating to said purchaser.

26. The method of claim 17, wherein said online product is customized to include  
information relating to said user.

27. A method comprising the steps of:  
providing a plurality of certificates, each of said certificates comprising an authorization

20 code, wherein said authorization code of each of said plurality of certificates is different;

obtaining a reduced fee for an online product by a purchaser, wherein said plurality of  
certificates are redeemable for said online product at said reduced fee;

providing said plurality of certificates to said purchaser;

providing one of said plurality of certificates to a user from said purchaser;  
connecting by said user to a web site associated with said certificate over a system of  
networked computers;

entering by said user said authorization code on said web site;

5 paying a reduced fee for said online product by said user; and

obtaining said online product by said user in response to said step of paying.

28. The method of claim 27, wherein said authorization code is associated with  
characteristics that are recorded for tracking purposes.

29. The method of claim 27, wherein said user and said purchaser are the same entity.

10 30. The method of claim 27, wherein said online product is customized to include  
information relating to said purchaser.

31. The method of claim 27, wherein said online product is customized to include  
information relating to said user.